

**FIRST 5 Santa Clara County**  
**Minutes**

**October 9, 2002**

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**1. CALL TO ORDER/ROLL CALL**

The Commission meeting of FIRST 5 Santa Clara County is called to order at 10:08 a.m. by Chairperson Alvarado, in the Board of Supervisors' Chambers, County Government Center, 70 West Hedding Street, San Jose. A quorum is present.

**Members Present**

Blanca Alvarado  
Frederick J. Ferrer  
Akemi Flynn  
Will Lightbourne  
Robert Sillen  
Cora Tomalinas  
Eleanor Villarreal  
Cynthia Wheeler Ruby

**Members Absent**

Caroline PUNCHES

**2. PUBLIC COMMENTS**

Sharon Keating, Lucile Packard Foundation for Children's Health, comments that the Community Grantmaking Program will provide grant funding relating to child abuse prevention for children between 0 and 5 years of age in Santa Clara and San Mateo Counties beginning December 3, 2002.

**3. APPROVE MINUTES OF SEPTEMBER 18, 2002**

On motion of Commissioner Ferrer, seconded by Commissioner Villarreal, it is unanimously ordered that the minutes of September 18, 2002 be approved, as submitted.

**4. PUBLIC HEARING ON THE CHILDREN AND FAMILIES FIRST  
COMMISSION'S FISCAL YEAR 2002 ANNUAL AUDIT**

Kenneth Macias, Managing Partner, Macias, Gini & Company LLP (MG), Certified Public Accountants and Management Consultants, distributes and provides a summary of the FIRST 5 Santa Clara County's General-Purpose Financial Statement and Independent Auditor's Report for the Fiscal Year Ended June 30, 2002. He notes a change in the format of the financial statement reports and states that the reports were prepared in accordance with auditing standards applicable to financial audits contained in the Government Auditing Standards. Mr. Macias further notes that two sets of balance sheets have been prepared to reflect the accrual basis and modified accrual basis of accounting. In addition, Mr. Macias highlights that the Commission's net assets are \$87 million. Further, he reports that the financial statements of the Commission disclosed no instances of noncompliance that are required to be reported under Government Auditing Standards and that no matters that were considered to be material weaknesses were noted involving the internal control over financial reporting and its operation.

Mr. Macias concludes by recommending that cash and investment reconciliation be completed and reviewed in a timely manner, and that entries be verified in the County's Standard Accounting and Reporting System (STARS) to ensure that entries are accurately reflected on an on-going basis.

(Commissioner Tomalinas arrives at 10:15 a.m.)

In response to an inquiry by Chairperson Alvarado, Ralph Oda, Director of Finance, FIRST 5 Santa Clara County, suggests that the Commission consider the feasibility of requesting a three-month advance from its account with the County to set up its own banking relations in order to ease the reconciliation problems and require only the verification of one transaction on a quarterly basis through the County's STARS system. Mr. Oda notes that the recommendations have been forwarded to the Personnel and Finance Committee for consideration.

Chairperson Alvarado opens the public hearing and inquires whether there are any members of the public who wish to comment on the FIRST 5 Santa Clara County Fiscal Year 2001-2002 Annual Audit. Hearing no requests to speak, Chairperson Alvarado closes the public hearing.

On motion of Commissioner Sillen, seconded by Commissioner Ruby, it is unanimously ordered that the FIRST 5 Santa Clara County Fiscal Year 2002 Annual Audit be approved and forwarded to the Personnel and Finance Committee, and subsequently forwarded to the California Children and Families FIRST Commission and to the Children, Seniors, and Families Committee of the Board of Supervisors.

By reference as Attachment A, said FIRST 5 Santa Clara County General-Purpose Financial Statements and Independent Auditor's Reports for the Fiscal Year ended June 30, 2002, is hereby made part of these minutes.

5. **PUBLIC HEARING ON THE CHILDREN AND FAMILIES FIRST  
COMMISSION'S FISCAL YEAR 2002 ANNUAL REPORT**

Karen Blinstrub, Director, FIRST 5 Santa Clara County, references the FIRST 5 Santa Clara County Fiscal Year 2002 Annual Report and provides a brief summary regarding the Commission's major accomplishments in 2002. She reports that more than 2,400 children under the age of six have received health insurance as a result of the Commission's contribution to the Santa Clara Family Health Plan's Healthy Kids Initiative. In addition, Ms. Blinstrub reports on the Commission's completion of three School Readiness Initiatives and indicates that the Initiatives have been recognized by the State Commission, FIRST 5 California, as model programs.

Ms. Blinstrub continues by highlighting the Commission's programs including the Care Management Program, the Early Childhood Institute for Professional Development, and the Center for Learning and Achievement, and providing a summary of innovative practices to address the needs of children and families identified in the Commission's strategic plan. Ms. Blinstrub notes that the programs have had a major impact on the School Readiness Initiatives. Ms. Blinstrub concludes by reporting on the Commission's regional partnerships, noting that the partnerships are community-driven initiatives to design and implement plans for programs, services and activities for families with children prenatal to age five.

Commissioner Sillen inquires regarding the calculation of dollar amounts in the expenditure reports on a best estimate basis rather than accounting basis. Mr. Oda advises that some adjustments were incorporated from the audit and when the expenditures were compiled, the adjustments were not officially entered into

October 9, 2002

the accounting system. Mr. Oda reports that the reason that best estimate basis is used is because adjustments are usually spread across a variety of programs.

Ms. Blinstrub advises that adjustments will be made to some of the dollar amounts in the expenditure report and that a copy of the audit report will be included as an attachment in the annual report.

Chairperson Alvarado initiates discussion regarding methods by which the community at large could become better acquainted with the Commission's services and informed about its accomplishments. She further inquires whether the Commission's Communication Plan includes efforts to utilize various local media outlets. She suggests the possibility that Commission members and staff meet with organizations such as the San Jose Mercury News on a semiannual basis to inform them of the vital work of the Commission in the community and the programs that have been established with Proposition 10 funds.

Commissioner Ferrer advises that the Program Development and Communications Committee (PDCC) discussed various media strategies and focused on the importance of building media relations. In addition, he comments on the necessity of developing publicity materials to inform the community about the Commission's work and its impact on the community. Commissioner Ferrer indicates that he will work with Ms. Blinstrub in developing publicity materials.

Commissioner Sillen recommends that the Commission's annual report be prepared in a user-friendly format and made available to members of the community to generate interest in the Commission's work. He further recommends

that future reports be forwarded to Commissioners two weeks prior to the meeting date in order to allow Commissioners to review the materials in a timely manner. In addition, he suggests that Commissioners meet with members of the Editorial Board of the San Jose Mercury News to inform the Board of the Commission's work.

Chairperson Alvarado requests that the matter be agendaized for further discussion at the retreat on October 30, 2001.

On motion of Commissioner Tomalinas, seconded by Commissioner Ruby, it is unanimously ordered that the FIRST 5 Santa Clara County Fiscal Year 2002 Annual Report be approved and forwarded to the California Children and Families FIRST Commission and to the Children, Seniors, and Families Committee of the Board of Supervisors.

**6. PERSONNEL AND FINANCE COMMITTEE REPORT**

**a. Discuss Annual Funding Process**

Commissioner Ferrer provides an overview of a timeline for the Commission and staff to follow whenever unallocated resources are budgeted to expand or develop new initiatives. Ms. Blinstrub notes that the proposed timeline is for the development and funding of new initiatives in 2004.

Chairperson Alvarado references page 2 of the Annual Funding Plan which states that “appeals will be submitted within five days from the issuance of the intent to award letter.” She expresses the opinion that the appeal period is too short and recommends that a minimum of ten days be

given to individuals who wish to appeal their award letters. In addition, Chairperson Alvarado comments that the language “intent to award letter” is confusing and requests that the language be modified.

Commissioner Sillen requests a graphic representation of the timeline. In addition, he inquires whether the strategic plan has been updated to include feedback from the community. Ms. Blinstrub advises that the plan has been amended to include categories of major concern and that staff will provide an update to the Commission relating to feedback from the community. Commissioner Sillen recommends that the Commission inform the community when the Commission determines the categories for funding allocations.

In addition, Commission Sillen inquires regarding whether the funding priorities are in line with the State Commission’s funding priorities and whether there are timelines established by the State.

Ms. Blinstrub states that the Commission has four months in which to decide whether or not to match the State’s funding priorities. Additionally, Ms. Blinstrub advises that if the Commission has established its own priorities, the Commission will look at the matching possibilities from other individuals who have adequate resources. She comments that the Commission is not required to strictly adhere to the State’s priorities.

Ms. Blinstrub states that the Commission’s three major programs were discussed when the budget was developed. She notes the importance that

the amount of the State budget changes from year to year. She notes that the State's budget declined by \$150 million dollars last year and in 2002, the State's budget is \$650 million dollars. Ms. Blinstrub advises that the figures are used to develop the Commission's ten-year plan.

In response to an inquiry by Commission Sillen relating to the childcare funds, Ms. Blinstrub states that the CARES Program is a stipend and is matched for three years. In addition, Ms. Blinstrub notes that the childcare slots are donated. Chairperson Alvarado advises that the Commission needs to be aware when stipends or grants reach their term limits.

Chairperson Alvarado reminds the Commission regarding an increase in suicidal tendencies among young children and requests that staff forward the Commission a copy of the State proposal regarding the matter.

Commissioner Ferrer clarifies that the annual funding process will take place in 2002-2003 for programs and initiatives in 2004. Chairperson Alvarado recommends that staff include a half-day budget session on the Commission's calendar of meetings to discuss the budget and funding process.

On motion of Commissioner Ferrer, seconded by Chairperson Alvarado, it is unanimously ordered that the annual funding process be approved.

**b. Discuss Commission Spending Plan**



Commissioner Ferrer references a summary of the Fiscal Year 2003 Spending Plan and provides an overview of recommendations from staff to address the \$10 million in unallocated funds. He states that the PFC has reviewed proposals from staff which include the Santa Clara Valley Family Health Plan's request for an additional \$1 million to expand the Healthy Kids Initiative and the County of Santa Clara Family Court care coordination concept for \$1 million for the Family Court Initiative. Commissioner Ferrer states that the PFC has approved the request for additional funds for the Healthy Kids proposal and up to \$500,000 for the Family Court Initiative. In addition, Commissioner Ferrer provides a summary of FIRST 5 California Initiatives to address informal child-caregiver support; oral health; children of farm workers; infant, preschool and family mental health; and service corps.

In response to an inquiry by Commissioner Sillen relating to Initiatives included in FIRST 5 California, Ms. Blinstrub advises that some Initiatives are one-year commitments and the Commission may choose not to spend the remaining \$8 million.

Commissioner Ferrer advises that the Commission's objective is to have enough funds available so that the Commission can take advantage of new initiatives. He expresses agreement with Commissioner Sillen that the Commission needs to consider and analyze the availability of funds.

In response to an inquiry by Commissioner Sillen regarding the Family Court Initiative, Ms. Blinstrub advises that Family Court Judge Dolores Carr requested the funding to assist approximately 72 percent of children in Family Court who are under age 5 who have no access to care services. Ms. Blinstrub advises that the Initiative will be a short-term commitment as funding for the initiative will be provided through federal and judicial funds after the program has been initiated. Ms. Blinstrub further advises that a number of questions have been presented to the PDCC and the specific proposal has not been fully completed. She notes that the Commission has been requested to approve \$500,000 and that staff will return with a full proposal in November.

Chairperson Alvarado initiates discussion relating to the subject of oral health in the FIRST 5 California Initiative and inquires whether the matching funds for the expenditure for \$1 million for four years. Ms. Blinstrub clarifies that the Commission will obtain a portion of the \$1 million State allocation. Ms. Blinstrub advises that she will provide further clarification when the full proposal is presented before the Commission.

Chairperson Alvarado requests additional clarification regarding the Family Court Initiative including the Initiative's structure and issues relating to staff accountability. Ms. Blinstrub states that the proposal has been completed and will be forwarded to the PDCC. Ms. Blinstrub advises that a detailed proposal will be provided to the Commission. She notes that the

program will administered by a community based organization and the process will be clearly defined in terms of how it will work and what types of services will be performed. Chairperson Alvarado requests the proposal be provided to Commission members before the next meeting. She further reports that at the October 8, 2002 Board of Supervisors' meeting, Judge Terrone mentioned that Judicial Funds were allocated for a Pilot Program that would track records on domestic violence abusers in order for judges to address one of the loopholes in domestic violence. Chairperson Alvarado expresses interest the funding source as a possible alternative for the Family Court proposal.

Commissioner Sillen suggests that the Commission develop an evaluation mechanism and review the expected outcomes prior to acceptance of the proposal.

On motion of Commissioner Ferrer, seconded by Commissioner Villarreal, it is unanimously ordered on a vote of 7-0 with Commissioner Sillen abstaining, that an additional \$1 million per year for two years be allocated to the Santa Clara Family Health Plan's Healthy Kids Initiative.

Commissioner Flynn inquires whether it would be the appropriate to remind the Healthy Kids Initiative staff to include the FIRST 5 logo on their materials since the Commission has committed to contributing additional funds for the Healthy Kids Initiative. Ms. Blinstrub states that it is part of the contract that any Commission funding allocated by FIRST 5 must be

acknowledged in their pamphlets. Ms.. Blinstrub requests that information regarding Commissioner Flynn's request be forwarded to her and that she will discuss the matter with the PDCC.

**7. EVALUATION COMMITTEE REPORT**

Commissioner Flynn reminds Commissioners that Karen Peifer, Ph.D., has been hired as the new Evaluation Director and that Dr. Peifer will coordinate with Harder & Company and the Evaluation Committee to discuss the goals and objectives of the Commission's Evaluation Plan.

**8. PROGRAM DEVELOPMENT AND COMMUNICATIONS COMMITTEE (PDCC) REPORT**

Commissioner Villarreal reports that the PDCC met on September 19, 2002 and discussed ideas for launching the *Kit for New Parents* to hospitals and health care facilities and reviewing a timeline for interviewing Stephen Pippin, Regional Representative for Rogers & Associates, regarding promotion of the Commission's activities. In addition, Commissioner Villarreal reports that the PDCC discussed upcoming activities of the Arts and Enrichment Program, including the Mexican Heritage Corporation event on December 7 and 8, 2002, readings by Latino authors, and a bilingual musical presentation. Commissioner Villarreal further reports that the PDCC approved the Commission's new name and logo design of the Commission.

**9. STATE COMMISSION REPORT**

Commissioner Ferrer reports that 27 county commissions throughout the State have changed their names to FIRST 5. In addition, Commissioner Ferrer notes that FIRST 5 Santa Clara County's School Readiness Program will develop a new fiscal forecasting tool to be utilized.

**10. EXECUTIVE DIRECTOR'S REPORT**

Ms. Blinstrub provides an update of activities in which she recently participated, including a presentation on September 23, 2002 to journalists at the Foundations for American Communications Conference relating to the needs of the early childhood population and serving as a panelist with providers and parents from the Commission's home-based programs and Head Start. In addition, Ms. Blinstrub reports that she made a presentation at the State Commission meeting on September 19, 2002 with Thanh Do and Irma Batrez, School Readiness Coordinators, regarding the School Readiness Initiatives. Ms. Blinstrub further reports that she is a member of the State Commission's Special Needs/Infant Mental Health Work Group Subcommittee and that the Subcommittee is working with Executive Directors around the State to identify community resources for the special needs of the infant and early childhood population. Ms. Blinstrub further reports on the Mid-Autumn Festival event on September 22, 2002 and notes that the Festival was the FIRST major event of the Arts Enrichment Program. Ms. Blinstrub concludes by stating that an all-staff meeting was held on September 24, 2002 to discuss ideas on team building, followed by a staff picnic on September 27, 2002.

Chairperson Alvarado encourages Commissioners to participate in community events and reports that the Mexican Heritage event will take place in December 2002.

In response to an inquiry by Chairperson Alvarado regarding the efforts to recruit candidates for Advisory Board membership, Paula Lacey, Director of Special Projects, FIRST 5 Santa Clara County, reports that articles were mailed to local newspapers for publication and that there have been a few responses. Chairperson Alvarado requests that information relating to the Advisory Board be forwarded to Commissioners to implement outreach efforts. Commissioner Flynn comments that additional members are needed to serve on the Evaluations Committee to provide expertise and requests assistance from the Advisory Board members in identifying potential candidates for the Evaluations Committee. Chairperson Alvarado requests that an update report on issues relating to the Advisory Board be included in the next Commission meeting agenda.

**11. COMMISSIONER REFERRALS**

Commissioner Tomalinas commends staff for their work in organizing and providing assistance at the Mid Autumn Festival event on Sunday, September 22, 2002 at Evergreen Valley College in San Jose. She reports that the event was successful in providing information to the community regarding the Commission's programs and services.

**12. ANNOUNCEMENTS**

There are no announcements.

**13.    ADJOURN**

On motion of Commissioner Ferrer, seconded by Commissioner Ruby, the meeting is adjourned at 11:50 a.m. to the FIRST 5 Santa Clara County Commission retreat scheduled on October 30, 2002 and October 31, 2002 at 8:30 a.m. at the Taaffe House in Los Altos, California.

Respectfully submitted,

Stephanie Wong  
Deputy Clerk of the Board